

Design and Historic Review Commission Agenda

City Hall Council Chambers

One City Plaza

Wednesday, February 8, 2023 4:00 p.m.

Public comment regarding any **agenda** item can be provided in written format to the Design and Historic Review Commission at email address planning@yumaaz.gov no later than 15 minutes prior to the start of the scheduled meeting. Comments received timely will be read into the record when the referenced agenda item is discussed.

CALL TO ORDER

APPROVAL OF MINUTES

None

ITEMS REQUIRING COMMISSION DISCUSSION AND/OR ACTION

HISTORIC DISTRICT:

PRELIMINARY REVIEWS

None

CASES REQUIRING ACTION

1. **DHRC-40909-2022:** This is a request by MAHA LLC, on behalf of Christine McConaughay, for a new duplex to be located at 643 S. Orange Avenue, in the Century Heights Conservancy Residential Historic District.
2. **DHRC-40981-2023:** This is a request by Brandon Chavez, for demolition of the Individually-listed Hodges House in the Century Heights Conservancy Residential Historic District, for the property located at 209 S. Orange Avenue, Yuma, AZ.
3. **DHRC-41014-2023:** This is a request by A & G Resource Management Company, on behalf of Marina Roloff, for review of a new recessed storefront (as directed by the DHRC at their January 11, 2023 hearing) for the existing building located at 324-330 S. Main Street, in the Main Street Historic District.

AESTHETIC OVERLAY

PRELIMINARY REVIEWS

None

CASES REQUIRING ACTION

1. **DHRC-40983-2023:** This is a request by YESCO LLC, on behalf of Maverik, Inc., for aesthetic review of new signage in the General Commercial/Aesthetic Overlay (B-2/AO) District. The property is located at the northwest corner of E. Gila Ridge Road and Avenue 3E, Yuma, AZ.

COMMISSION DISCUSSION

1. Annual Report on DHRC Case Types

INFORMATION ITEMS

1. Staff

Administrative Approvals:

Historic District

None

Aesthetic Overlay

None

2. National Heritage Area

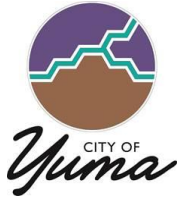
3. Commission

4. **Public** - Any member of the public may request to address the Historic District Review Commission on matters that are not listed on the Commission agenda. The Historic District Review Commission cannot discuss or take legal action on any matter raised unless it is properly noticed for discussion and legal action. At the conclusion of the call to the public, individual members of the Commission may respond to criticism made by those who have addressed the Commission, may ask staff to review a matter or may ask that a matter be placed on a future agenda. All Historic District Review Commission meetings are recorded.

ADJOURN

A copy of the agenda for this meeting may be obtained at the office of the City Clerk at City Hall, One City Plaza, Yuma, Arizona, 85364, during business hours, Monday through Friday, 8:00 A.M. to 5:00 P.M. In accordance with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, the City of Yuma does not discriminate on the basis of disability in the admission of or access to, or treatment or employment in, its programs, activities, or services. For information regarding rights and provisions of the ADA or Section 504, or to request reasonable accommodations for participation in City programs, activities, or services contact: ADA/Section 504 Coordinator, City of Yuma Human Resources Division, One City Plaza, PO Box 13012, Yuma, AZ 85366-3012; (928) 373-5125 or TTY (928) 373-5149.

Notice is hereby given, pursuant to the Yuma City Code, Title 15, Chapter 154, Section 02.01, that one or more members of the Design and Historic Review Commission may participate in person or by telephonic, video or internet conferencing. Voting procedures will remain as required by the Yuma City Charter and other applicable laws.



STAFF REPORT
TO THE DESIGN AND HISTORIC REVIEW COMMISSION
CASE #: DHRC-40920-2022
DEPARTMENT OF PLANNING AND NEIGHBORHOOD SERVICES
COMMUNITY PLANNING
CASE PLANNER: BOB BLEVINS

Hearing Date:

February 8, 2023

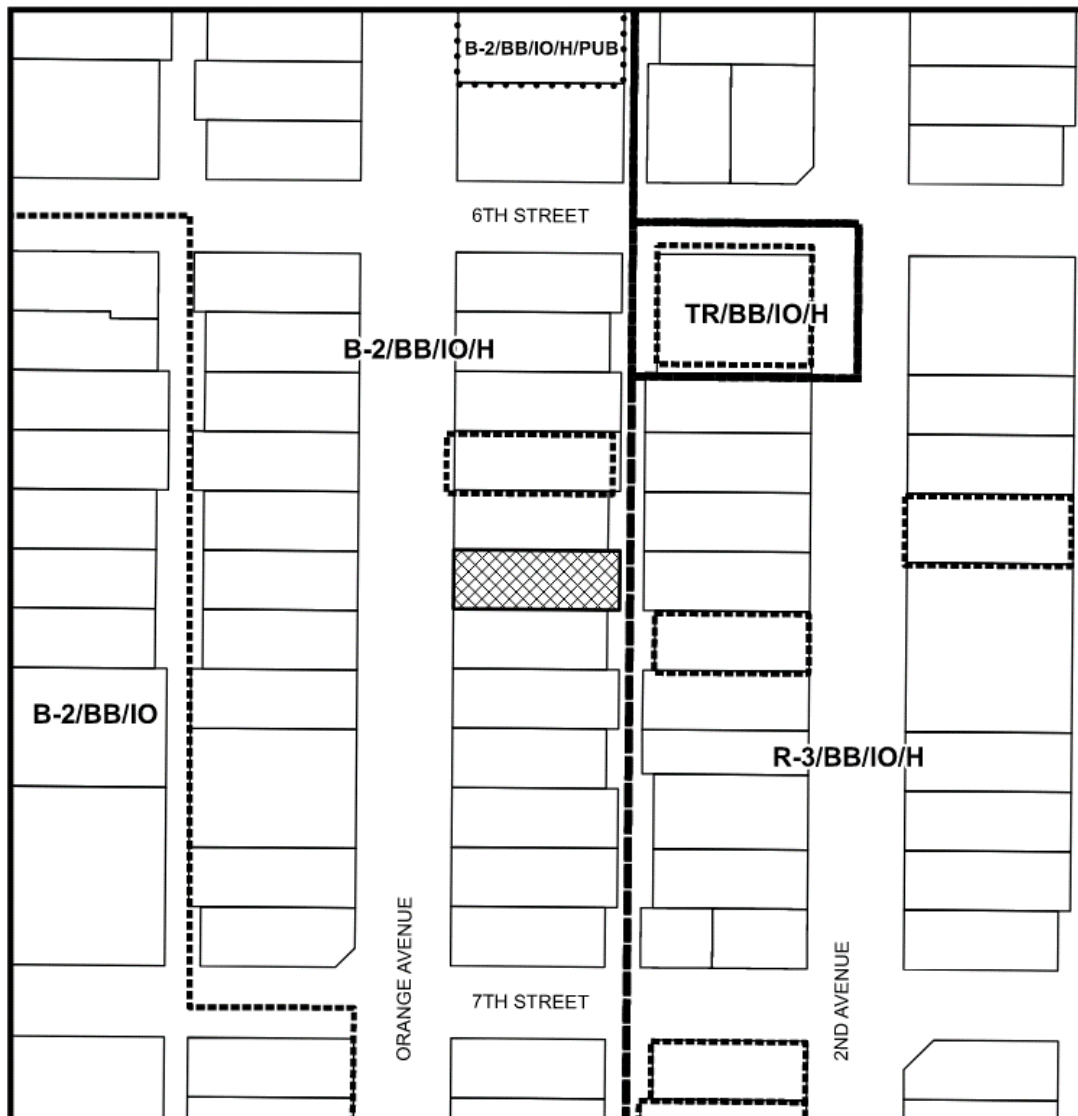
Case Number:

DHRC-40909-2022

Project Description/Location:

This is a request by MAHA LLC, on behalf of Christine McConnaughay, for a new duplex to be located at 643 S. Orange Avenue, in the Century Heights Conservancy Residential Historic District.

Location Map:



Location Specific Information:

Aesthetic Overlay:	No
Historic District:	Century Heights Residential Conservancy Historic District
Parcel Number:	633-59-092
Historic Listing Status:	N/A
Address:	643 S. Orange Avenue
Property Owner: Property Owner's Agent	Christine McConnaughay MAHA LLC
Zoning of the Site:	B-2/H/IO/BB
Existing Land Use(s) on the Site:	Vacant lot
Surrounding Zoning and Land Uses:	
○ North:	B-2/H/IO/BB: Residential
○ South:	B-2/H/IO/BB: Residential
○ East:	R-3/H/IO/BB: Residential
○ West	B-2/H/IO/BB: Residential
Related Actions or Cases:	None
Land Division Status:	Legal lot of record
Flood Plain Designation:	Flood Zone X

Description of Proposed Project / Background / Use:

The subject property is 50' X 140' and has been vacant since approximately 1986.

Each two bedroom, two bath unit in the proposed duplex will be 1,239 sq. ft. for a total of 2,882 sq. ft.

Staff Analysis:

This new duplex construction will mostly fill the width of the lot as do the other surrounding homes along Orange Avenue. It is of a similar height and bulk as the neighbor's homes and will take advantage of alley parking to relieve congestion on Orange Avenue. The roof planes and front hip are a modern take on the roof elevations of adjacent homes.

The City of Yuma Historic (H) District states as part of it's Purpose and Intent:

New structures erected within a historic district or the renovation of an existing structure within an historic district shall harmonize with the general character or ambiance of existing structures in the district in order to preserve the architectural heritage of the district and to promote the historical significance of the site or district among residents and visitors to the community.

Staff feels this new dwelling space will not overpower or distract from surrounding buildings in Century Heights and will bring the property back to life and add to the vibrancy of the neighborhood and provide a much-needed dwelling type as is encouraged in the Infill Overlay.

Staff Recommendation:

Staff recommends **APPROVAL** of the historic review for a new duplex to be located at 643 S. Orange Avenue, in the Century Heights Conservancy Residential Historic District, subject to the conditions outlined in Attachment A.

Suggested Motion:

Move to **APPROVE** DHRC-40909-2022 as presented, subject to the staff report, information provided during this hearing, and the conditions in Attachment A.

Effect of the Approval:

By approving the request, the Design and Historic Review Commission is authorizing the request by MAHA LLC, on behalf of Christine McConaughay, for a new duplex to be located at 643 S. Orange Avenue, in the Century Heights Conservancy Residential Historic District, subject to the conditions outlined in Attachment A, and affirmatively finds this action is in keeping with the Historic District Standards, and does not have an adverse effect on the property, surrounding properties, or the District as a whole.

Proposed conditions delivered to applicant on: 01/19/23

Final staff report delivered to applicant on: 01/31/23

- | | |
|--|---|
| <input checked="checked" type="checkbox"/> | Applicant agreed with all of the conditions of approval on: 01/19/23 |
| <input type="checkbox"/> | Applicant did not agree with the following conditions of approval: (list #'s) |
| <input type="checkbox"/> | If the Planner is unable to make contact with the applicant – describe the situation and attempts to contact. |

Attachments:

- A. Conditions of Approval
- B. Site Plan / Floor Plan / Elevations
- C. Materials & Colors
- D. Historic Photo from Survey SHPO
- E. Aerial Photo

Prepared By: *Robert M. Blevins*
Robert Blevins
Principal Planner

Date: 01/19/23

Approved By: *Alyssa Linville*
Alyssa Linville,
Director of Planning and Neighborhood
Services

Date: 01/30/2023

ATTACHMENT A
Conditions of Approval

The following conditions have been found to have a reasonable nexus and are roughly proportionate to the impact of the Design and Historic District Review Commission approval for the site.

Department Of Community Development Comments: Alyssa Linville, Director of Planning and Neighborhood Services (928) 373-5000, x 3037:

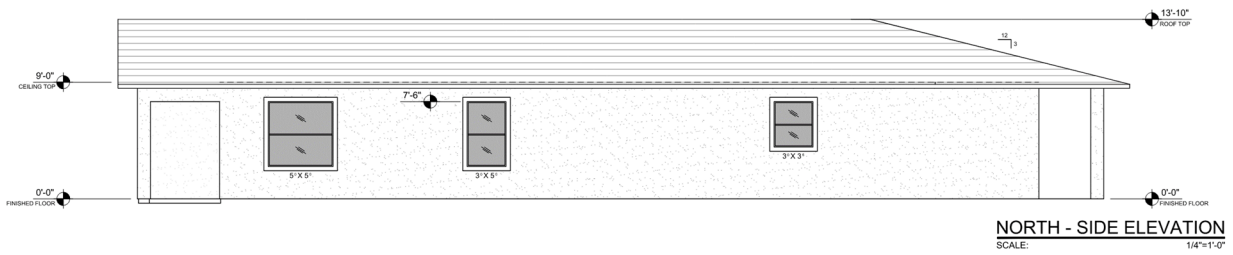
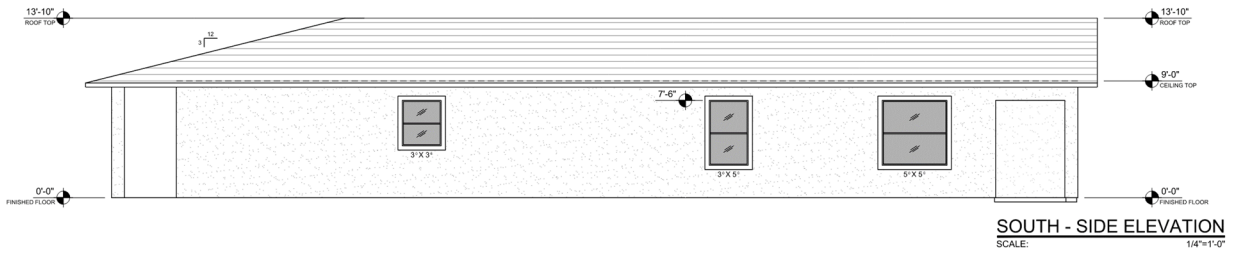
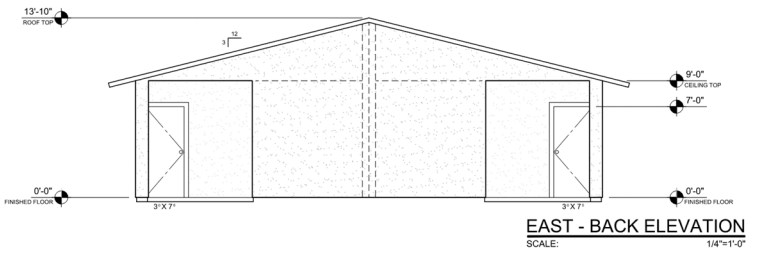
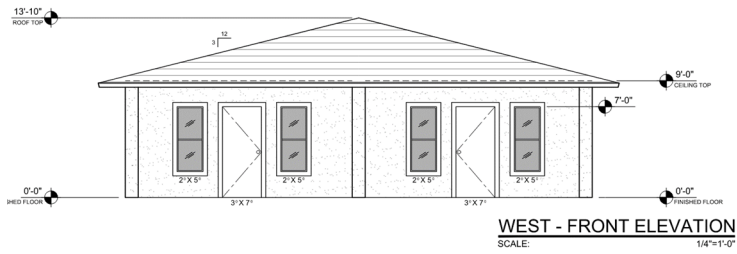
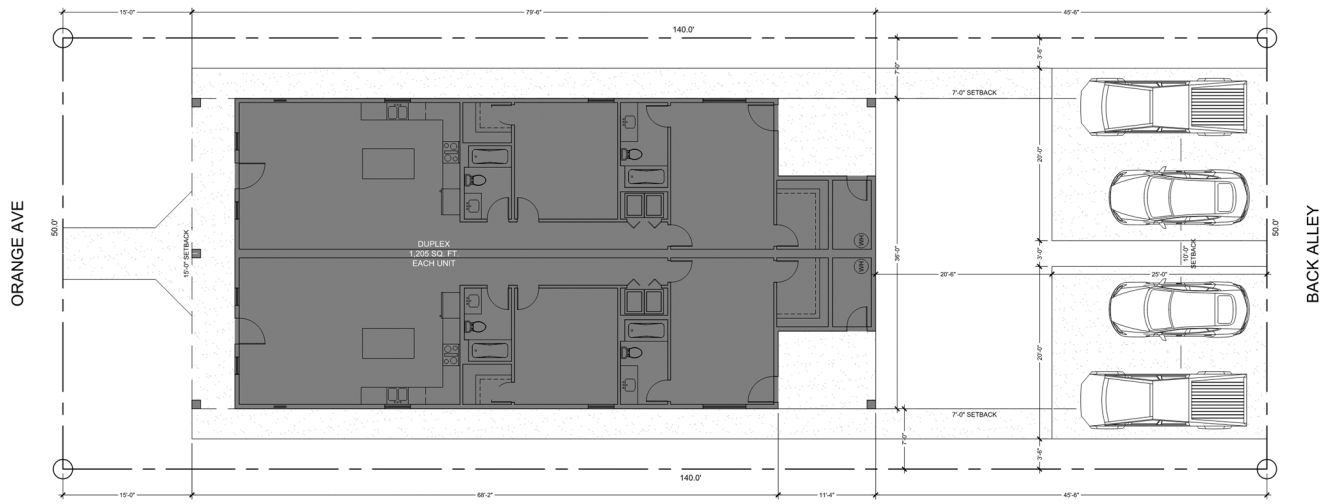
1. The conditions listed below are in addition to City codes, rules, fees and regulations that are applicable to this action.
2. The Owner's signature on the application for this land use action request takes the place of the requirement for a separate notarized and recorded "Waiver of Claims" document.

Community Planning, Bob Blevins, Principal Planner (928) 373-5189

3. All future exterior improvements, remodels, and/or changes for this property and all properties within the Aesthetic Overlay and/or historic districts must be reviewed and approved by the Design and Historic Review Commission before development may occur.

Any questions or comments regarding the Conditions of Approval as stated above should be directed to the staff member who provided the comment. Name and phone numbers are provided.

ATTACHMENT B
Site Plan/Floor Plan/Elevations



ATTACHMENT C

Materials & Colors

Front Patio Roof Tile: Brown flat tile

Exterior Color: Crystal White

Front Door: Cobalt Blue



Cobalt Blue



Bell Air Lighting
Samantha 2 light Rust
Outdoor Flush Mount
Ceiling Light with
Frosted Glass
Model #8202 RT



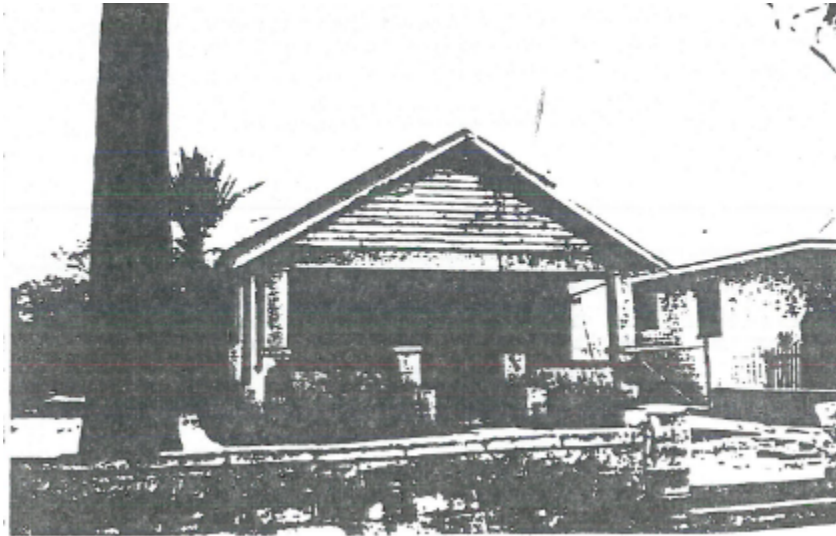
Cobalt Blue



American Building
Supply 36-in x 80-in

LO759851

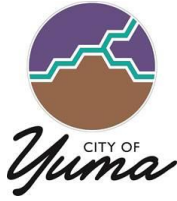
ATTACHMENT D
Old Photo from Historic Survey SHPO



Demolished approximately 1986

ATTACHMENT E
Aerial Photo



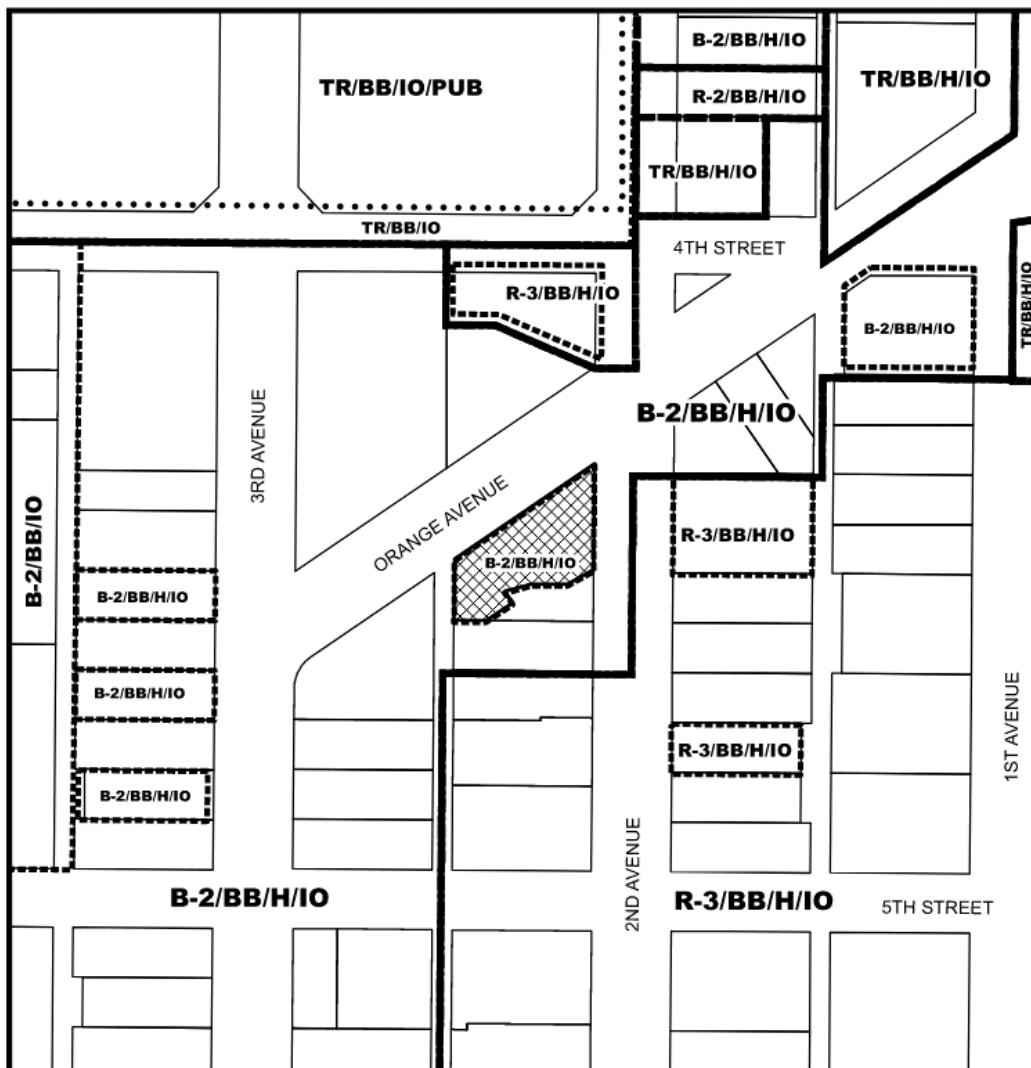


STAFF REPORT
TO THE DESIGN AND HISTORIC REVIEW COMMISSION
CASE #: DHRC-40981-2023
DEPARTMENT OF PLANNING AND NEIGHBORHOOD SERVICES
COMMUNITY PLANNING
CASE PLANNER: BOB BLEVINS

Hearing Date: February 8, 2023 **Case Number:** DHRC-40981-2023

Project Description/Location: This is a request by Brandon Chavez, for demolition of the Individually-listed Hodges House in the Century Heights Conservancy Residential Historic District, for the property located at 209 S. Orange Avenue, Yuma, AZ.

Location Map:



Location Specific Information:

Aesthetic Overlay:	No
Historic District:	Century Heights Conservancy Residential Historic District
Parcel Number:	633-51-111
Historic Listing Status:	Individually-listed Hodges House
Address:	201, 209 S. Orange Avenue
Property Owner: Property Owner's Agent	Brandon Chavez
Zoning of the Site:	B-2/IO/H/BB
Existing Land Use(s) on the Site:	2 homes and commercial building.
Surrounding Zoning and Land Uses:	
○ North:	B-2/IO/H/BB; Commercial Buildings
○ South:	B-2/IO/H/BB; Residence
○ East:	R-3/IO/H/BB; Residence
○ West	B-2/IO/H/BB; Vacant Land
Related Actions or Cases:	CH90-02 (roofing); HR06-08 (roofing); DHRC-39225-2022 (exterior rehab).
Land Division Status:	Parcel is a legal lot of record.
Flood Plain Designation:	Zone X

Description of Proposed Project / Background / Use:

The applicant states:

"We are proposing to demolish 209 S Orange Ave despite the Staff Report from Case Number DHRC- 39225-2022 as stated;

"Recommendation: City Staff would recommend denial of the demolition due to the importance of the structure, in addition to comments received from the SHPO.

"We recognize and appreciate the City Staff's importance of the structure. This request is to pursue the option of demolition due to excessive cost of the project to make existing home structurally sound and safe from an engineering standpoint. The renovations would significantly exceed the cost of structure's value not making it financially feasible for an investment property overall and would exceed loan to value for traditional financing.

"Our proposal is based on the plan to construct a multi-family residence with hopes to invest in our community by improving the surrounding area for our community because we also purchased an additional property adjacent to the subject property with plan to continue to revitalize Century Heights."

Staff Analysis:

209 S. Orange Avenue: Peter Hodges House, an individually-listed structure on the National Register of Historic Places (#82001638) and Arizona State Historic Preservation Office (SHPO) #Yu144. The approx. 2,040 square foot one-story home was built in 1905 by Peter S. Hodges, a prominent businessman and son of a pioneer family. He was married to Agnes Hodges.

The SHPO Inventory comments include: The home is notable for its architectural style as an excellent example of early adobe construction with Neo-Colonial characteristics and Georgian Revival influence. The core of the house is 40 ft. square with a truncated hip roof, having center gables extending out to the front and sides. Circular ventilators with floral cut-outs are situated in the gables. The exterior stucco surfaces were finished to resemble coursed masonry blocks.

The absence of classical detailing, use of rectangular bay windows and jig-saw work, and the entry configuration are obvious exceptions to Neo-Colonial norms. In context with other Yuma local buildings, the Hodges House shows the greatest stylistic integrity of those built with adobe.

The home was in the Hodges family until 1968, when it was sold to the Homs. The Hom estate recently sold the property to Chavez. It is presently in a state of disrepair, and the property owner has investigated the feasibility of restoring the home.

There is a process for a demolition request for an individually-listed structure on the National Register of Historic Places. If the request is to demolish, then the DHRC and Staff also needs to get input from the Arizona State Historic Preservation Office (SHPO) since the Hodges House is individually-listed on the National Register of Historic Places.

Recommendation: City Staff would recommend denial of the demolition due to the importance of the structure, in addition to comments received from the SHPO.

From the DHRC code and bylaws:

“The Commission shall decide whether a permit should be issued for any demolition, removal, exterior renovation, addition or any other exterior alteration of any historic structure, historic site or any property located within an historic district. The Commission’s review of applications for new construction shall be limited to building size, scale, exterior elevation, design, color and appearance, to ensure compatibility with the historic character of the property, neighborhood or environment.

“When the local Commission governing the historic district denies an application or request, the applicant may not legally proceed with any exterior work, including demolishing or moving a structure, unless the Commission’s decision is appealed and is set aside or modified by a superior authority; a decision of the Commission denying an application for demolition or removal of a building, structure or object shall delay issuance of the permit for 120 days after the effective date of the decision.

“During that 120-day period, the Commission shall endeavor to convince the applicant to preserve the building, structure or object, or the Commission shall try to find someone to purchase it for a price and upon terms agreeable to the applicant, and the buyer must also agree to preserve it for at least five years, if, within the 120-day period, the Commission is unable either to so convince the applicant or to find such a buyer, the permit shall be issued at the request of the applicant at any time, 121 days or more after the effective date of the decision.”

City Staff has contacted the Arizona State Historic Preservation Office (SHPO) and their comments are forthcoming and will be available at or prior to the February 8, 2023 DHRC hearing. .

**Staff
Recommendation:**

Staff recommends **DENIAL** of the request for demolition of the Individually-listed Hodges House in the Century Heights Conservancy Residential Historic District, subject to the conditions outlined in Attachment A.

Suggested Motion:

Move to **DENY** DHRC-40981-2023 as presented, subject to the staff report, information provided during this hearing, and the conditions in Attachment A.

Effect of the Approval:

By denying the request, the Design and Historic Review Commission (DHRC) sets in motion the time period of 120 days during which the DHRC tries to find a buyer or convince the property owner to preserve the building. No demolition permit could be issued until 121 days after the DHRC hearing.

If the DHRC **APPROVES** the demolition, then the approval is subject to the conditions of approval in Attachment A.

Proposed conditions delivered to applicant on: 01/30/23

Final staff report delivered to applicant on: 10/30/23

- | | |
|--|---|
| <input checked="checked" type="checkbox"/> | Applicant agreed with all of the conditions of approval on: (01/30/23 |
| <input type="checkbox"/> | Applicant did not agree with the following conditions of approval: (list #'s) |
| <input type="checkbox"/> | If the Planner is unable to make contact with the applicant – describe the situation and attempts to contact. |

Attachments:

- A. Conditions of Approval
- B. Site Photos
- C. Aerial Photo

Prepared By: *Robert M. Blevins*
Robert Blevins
Principal Planner

Date: 01/30/23

Approved By: *Alyssa Linville*
Alyssa Linville,
Director of Planning and Neighborhood
Services

Date: 01/30/2023

ATTACHMENT A
Conditions of Approval

The following conditions have been found to have a reasonable nexus and are roughly proportionate to the impact of the Design and Historic District Review Commission approval for the site.

Department of Planning and Neighborhood Services Comments: Alyssa Linville, Director, Planning and Neighborhood Services (928) 373-5000, x 3037:

1. The conditions listed below are in addition to City codes, rules, fees and regulations that are applicable to this action.
2. The Owner's signature on the application for this land use action shall constitute a waiver of any claims for diminution in value pursuant to A.R.S. § 12-1134.

Community Planning, Bob Blevins, Principal Planner, (928) 373-5189

3. All future exterior improvements, remodels, and/or changes for this property and all properties within the Aesthetic Overlay and/or historic districts must be reviewed and approved by the Design and Historic Review Commission before development may occur.

Any questions or comments regarding the Conditions of Approval as stated above should be directed to the staff member who provided the comment. Name and phone numbers are provided.

ATTACHMENT B
Site Photos

Agnes and four of her children around 1908

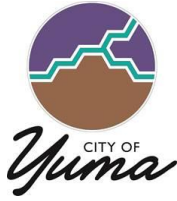






ATTACHMENT C
Aerial Photo



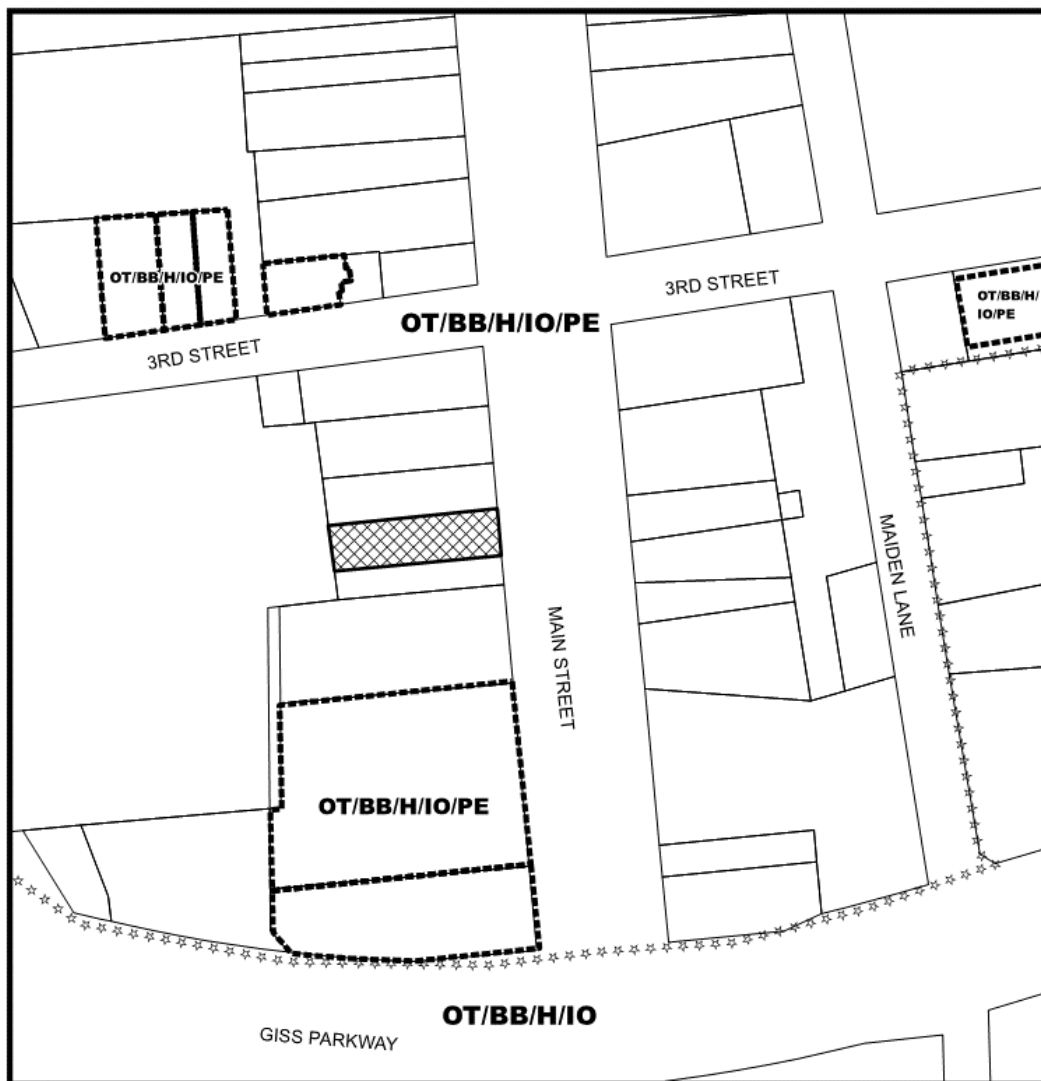


STAFF REPORT
TO THE DESIGN AND HISTORIC REVIEW COMMISSION
CASE #: DHRC-41014-2023
DEPARTMENT OF PLANNING AND NEIGHBORHOOD SERVICES
COMMUNITY PLANNING
CASE PLANNER: BOB BLEVINS

Hearing Date: February 8, 2023 **Case Number:** DHRC-41014-2023

Project Description/Location: This is a request by A & G Resource Management Company, on behalf of Marina Roloff, for review of a new recessed storefront (as directed by the DHRC at their January 11, 2023 hearing) for the existing building located at 324-330 S. Main Street, in the Main Street Historic District.

Location Map:



Location Specific Information:

Aesthetic Overlay:	N/A
Historic District:	Main Street Historic District
Parcel Number:	633-44-117
Historic Listing Status:	N/A
Address:	324 S. Main Street
Property Owner:	Marina Roloff
Property Owner's Agent	A & G Resource Management Company
Zoning of the Site:	OT/H/BB/IO
Existing Land Use(s) on the Site:	Vacant
Surrounding Zoning and Land Uses:	
○ North:	OT/H/BB/IO; Retail Storefront
○ South:	OT/H/BB/IO; Retail Storefront
○ East:	OT/H/BB/IO; Retail Storefront
○ West	OT/H/BB/IO; Parking Lot
Related Actions or Cases:	DHRC-28549-2019 (exterior paint); DHRC-40880-2022 (change exterior elevations).
Land Division Status:	Legal lot of record
Flood Plain Designation:	Flood Zone X

Description of Proposed Project / Background / Use:

The Applicant states:

“We have removed the columns from the front elevation and do not intend on manipulating the awning. There is a blank rectangle in the center of the upper front wall. That is where we intend on placing signage and it will be in alignment with other downtown business design.”

Staff Analysis:

Prior Discussions:

January 26, 2022 DHRC: At the meeting, the applicant presented a Preliminary Review proposal for a new recessed storefront for this property. The plans showed the removal of the two existing recessed storefronts to be replaced with one recessed storefront.

In the fall of 2022: Construction plans (COMB-76533-2022) were submitted for review with the goal of the approval of a building permit. These plans show the removal of the two existing recessed storefronts being replaced by a building front with no recessed entryway and only two higher-up front windows with a heavy tint. Additionally, modifications to the canopy supports in the right-of-way were proposed. City No construction plans have been approved. No demolition has been approved by the City of Yuma.

January 11, 2023 DHRC: At the meeting, the proposal was for a flat storefront with new columns and no recessed entryway. The DHRC denied the proposal.

Attached is a new proposal with a recessed entryway, larger glass area, and no columns. Also included is the proposed rear façade (at the rear parking lot) which was never controversial.

From the DHRC January 11, 2023 Hearing:

Commissioners discussion:

- The applicant should return at a later date with a different design.
- There was discussion on why there are recessed storefronts.
- Other properties in the area without recessed storefronts/entryways were probably 50 years old and not recently-approved.
- The DHRC is tasked with maintaining the character of the downtown area.

According to the Secretary of the Interior's Standards:

"The storefront is the most important architectural feature of many historic commercial buildings. It also plays a crucial role in a store's advertising and merchandising strategy to draw customers and increase business. Not surprisingly, then, the storefront has become the feature most commonly altered in a historic commercial building. In the process, these alterations may have completely changed or destroyed a building's distinguishing architectural features that make up its historic character.

"As more and more people come to recognize and appreciate the architectural heritage of America's downtowns, however, a growing interest can be seen in preserving the historic character of commercial buildings. The sensitive rehabilitation of storefronts can result not only in increased business for the owner but can also provide evidence that downtown revitalization efforts are succeeding.

"Preserve the storefront's character even though there is a new use on the interior. If less exposed window area is desirable, consider the use of interior blinds and insulating curtains rather than altering the existing historic design."

**Staff
Recommendation:**

Staff recommends **APPROVAL** of the new exterior elevations on the existing building located at 324-330 S. Main Street, in the Main Street Historic District, subject to the conditions outlined in Attachment A.

Suggested Motion:

Move to **APPROVE** DHRC-41014-2023 as presented, subject to the staff report, and information provided during this hearing.

**Effect of the
Approval:**

By approving the request, the Design and Historic Review Commission is authorizing the request by A & G Resource Management Company, on behalf of Marina Roloff, for new exterior elevations on the existing building located at 324-330 S. Main Street, in the Main Street Historic District, and finds this action is in keeping with the Historic District Standards, and does not have an adverse effect on the property, surrounding properties, and the District as a whole.

Proposed conditions delivered to applicant on: 01/26/23

Final staff report delivered to applicant on: 01/31/23

Attachments:

- A. Prior Store Fronts
- B. Conditions of Approval
- C. New Proposal
- D. Aerial Photo

Prepared By: *Robert M. Blevins*
Robert Blevins
Principal Planner

Date: 01/26/23

Approved By: *Alyssa Linville*
Alyssa Linville,
Director of Planning and Neighborhood Services

Date: 01/30/2023

ATTACHMENT A
Prior Store Fronts



ATTACHMENT B
Conditions of Approval

The following conditions have been found to have a reasonable nexus and are roughly proportionate to the impact of the Design and Historic District Review Commission approval for the site.

Department Of Community Development Comments: Alyssa Linville, Director of Planning and Neighborhood Services (928) 373-5000, x 3037:

1. The conditions listed below are in addition to City codes, rules, fees and regulations that are applicable to this action.
2. The Owner's signature on the application for this land use action request takes the place of the requirement for a separate notarized and recorded "Waiver of Claims" document.

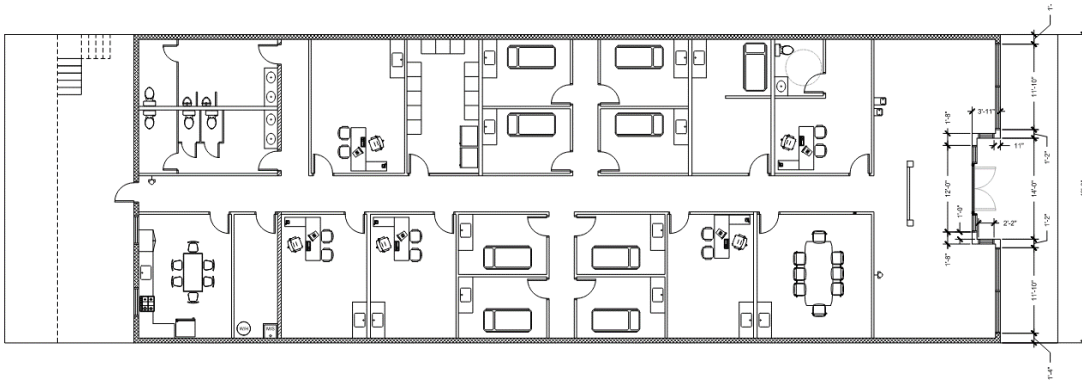
Community Planning, Bob Blevins, Principal Planner (928) 373-5189:

3. Revised construction plans to be submitted for COMB-76533-2022 must match the plans shown in Attachment C.
4. All future exterior improvements, remodels, and/or changes for this property and all properties within the Aesthetic Overlay and/or historic districts must be reviewed and approved by the Design and Historic Review Commission before development may occur.

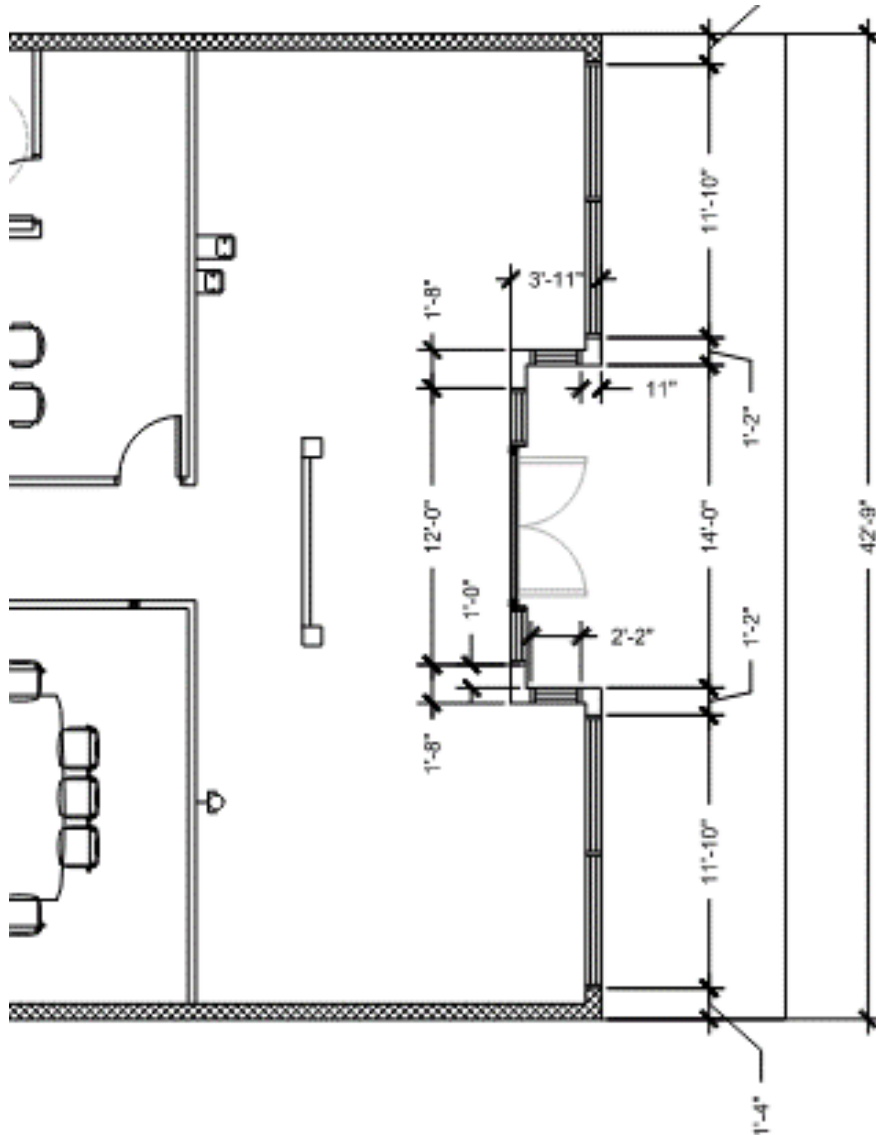
Any questions or comments regarding the Conditions of Approval as stated above should be directed to the staff member who provided the comment. Name and phone numbers are provided.

ATTACHMENT C
New Proposal

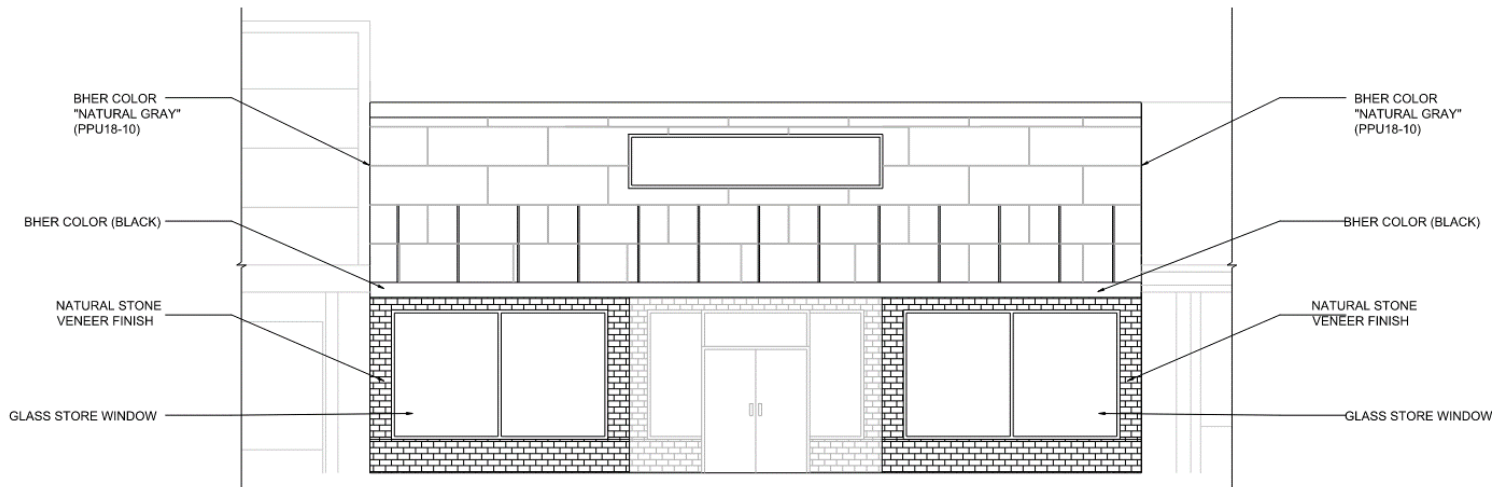
Floor Plan



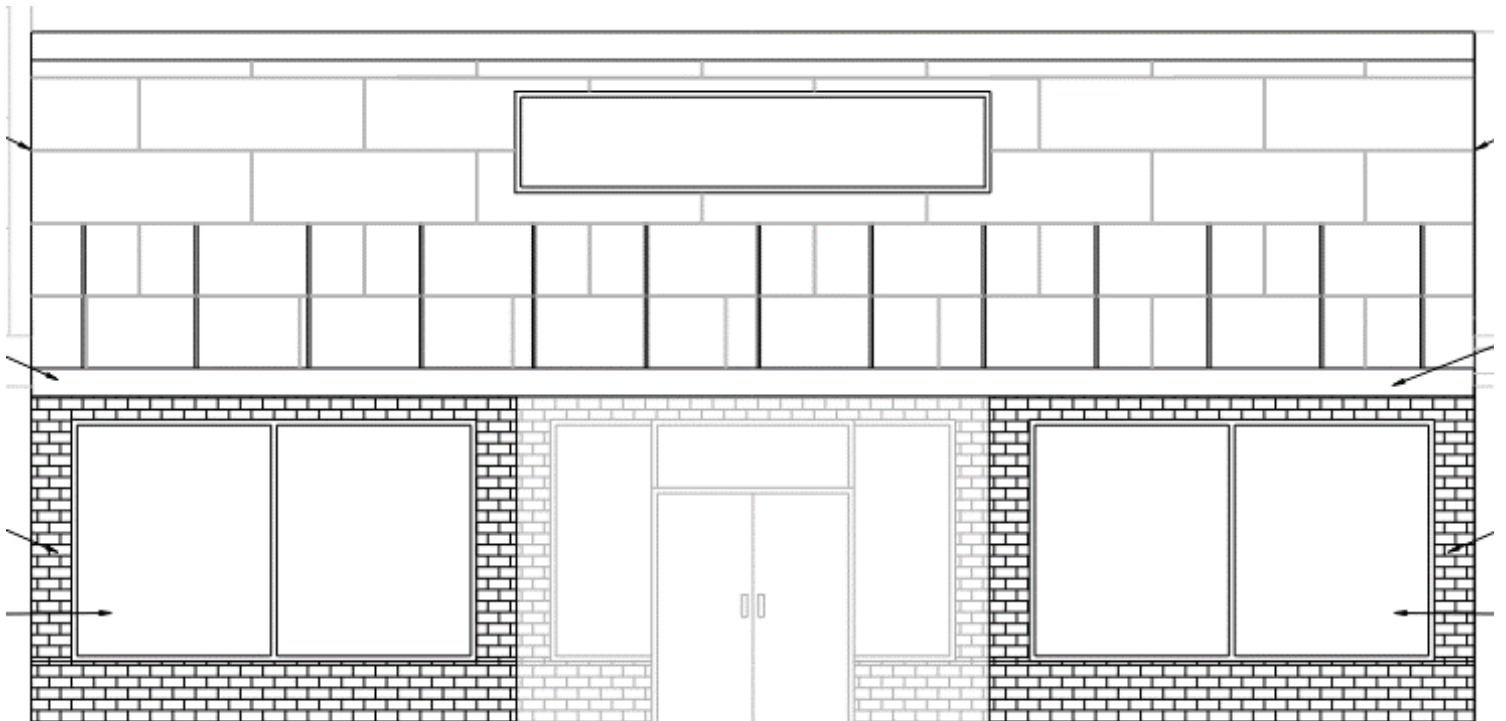
Front Enlarged



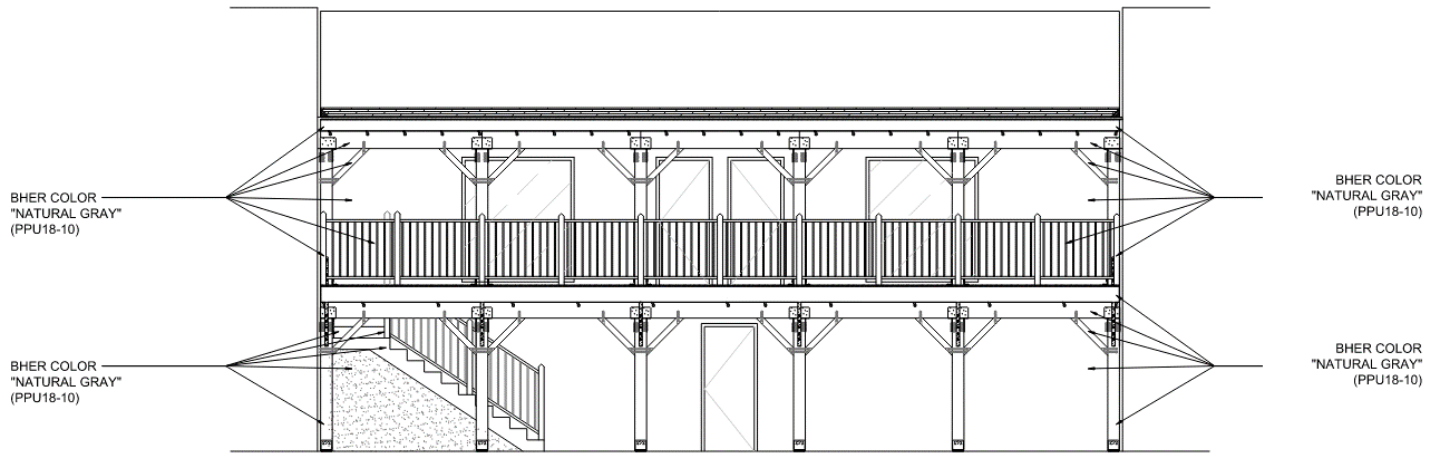
Front



Front Enlarged

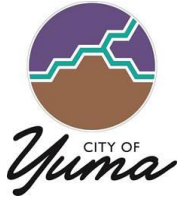


Rear



ATTACHMENT D
Aerial Photo



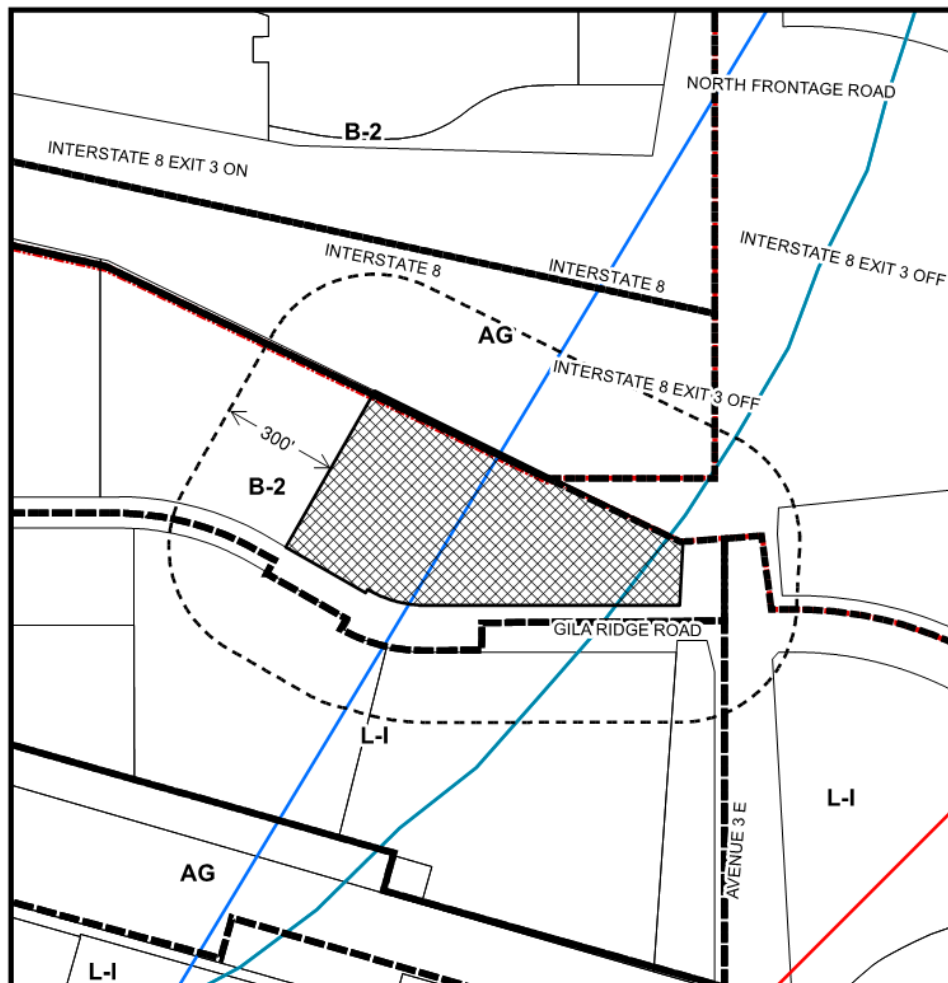


STAFF REPORT
TO THE DESIGN AND HISTORIC REVIEW COMMISSION
CASE #: DHRC-40983-2023
DEPARTMENT OF PLANNING AND NEIGHBORHOOD SERVICES
COMMUNITY PLANNING
CASE PLANNER: BOB BLEVINS

Hearing Date: February 8, 2023 **Case Number:** DHRC-40983-2023

Project Description/Location: This is a request by YESCO LLC, on behalf of Maverik, Inc., for aesthetic review of new signage in the General Commercial/Aesthetic Overlay (B-2/AO) District. The property is located at the northwest corner of E. Gila Ridge Road and Avenue 3E, Yuma, AZ.

Location Map:



Location Specific Information:

Aesthetic Overlay:	YES
Historic District:	N/A
Parcel Number:	666-60-001
Historic Listing Status:	N/A
Address:	2930 E. Gila Ridge Road
Property Owner:	Maverik, Inc.
Property Owner's Agent	YESCO, LLC
Zoning of the Site:	General Commercial/Aesthetic Overlay (B-2/AO)
Existing Land Use(s) on the Site:	Vacant
Surrounding Zoning and Land Uses:	
○ North:	AG/County RA-40; Interstate 8
○ South:	BP/AO; Love's Travel Stop
○ East:	L-I/County RA-40; Bingham Equipment
○ West	B-2/AO; Vacant
Related Actions or Cases:	DHRC-36348-2021 (Maverick Buildings)
Land Division Status:	Parcel is a legal lot of record.
Flood Plain Designation:	Zone X

Description of Proposed Project / Background / Use:

This proposal is for substantial signage not shown on the prior DHRC case. The 7.65 acre property is presently vacant, except for an off-site sign along the freeway.

The applicant states:

"In assessing locations for potential store sites, many things are taken into consideration. Besides need and potential available clientele, the exposure to main thoroughfares is a high priority..

"Since our primary competitor is represented by a substantial pedestal sign on our north property line, with premium exposure to Interstate 8, we feel that we would be at a considerable disadvantage if we did not have a similar display with a similar exposure.

"We have designed our proposed pedestal sign to meet the bulk of the sign code intent by limiting the sign height to 35' with a pedestal base width that is 65% of the sign cabinet display.

"We are also asking for an additional lower profile pedestal sign. It will be shorter in overall height (26' OAH) than the proposed sign with the I-8 exposure. This display will be oriented for the benefit of the automobile traffic traveling Northbound & Southbound on Avenue 3E.

"Each sign that we are requesting has been designed with a specific purpose. We are confident that our signage will ultimately benefit the motoring public and our potential clientele by providing adequate time to recognize our site, and to safely react to the exits and entrances necessary to access our property.

"Each display has been carefully designed and placed in order to make shopping at Maverik an enjoyable experience. Our signage will also provide access instruction and parking limitations, thus creating a stress-free experience for our clientele."

The project was described in the prior case as follows:

The Store, Fuel Stations, and Restaurants

“The proposed convenience store is approximately 9,084 square feet with seven (7) fuel dispenser positions and a canopy in front of the store and six (6) additional dispenser positions and a canopy for commercial fueling, for a total of 13 fuel positions on site. The proposed quick-serve restaurant will be located at the west end of the proposed building with the drive-through immediately adjacent. The development will provide fueling, packaged beer and wine sales, as well as fresh food items. Restroom facilities will be open to the public. The store will operate 24 hours a day, 7 days a week.

Company Background and Employee Training

“Maverik, Inc. owns and operates over 320 stores in 11 states and plans to continue a favorable growth pattern in the future. Maverik employs over 4,800 people who are eligible for health benefits (Health, Dental and Vision), long and short-term disability, tuition reimbursement, 401 (k) matching contribution opportunities, gym reimbursement, scholarships, paid time off and other benefits. This store will employ approximately 15 to 18 employees.”

Staff Analysis:

The purpose of the Aesthetic Overlay is to enhance the community’s image and attractiveness through creation of visually pleasing and inviting entryways to the City of Yuma as well as providing community focal points or areas where the design of the physical improvements and landscape enhances the community’s appearance. The focus is on the Gateways to Yuma.

These new signs will accomplish the purpose of the Aesthetic Overlay by:

- Including community design principles that result in creative, imaginative solutions, that establish high quality design for specific areas of the city;
- Providing for site development that utilizes the unique characteristics of the site (such as location, surroundings, topography or natural resources) and creates areas which are visually attractive to both the occupants, tenants and the general public;
- Minimizing conflicts between automobiles, pedestrians and bicycles; creating parking and loading/unloading areas which are attractive and unobtrusive; and maintaining efficient vehicular circulation;

The proposed Maverik plans show a contemporary design theme, screening of rooftop equipment, a trash enclosure with color-matching masonry and solid steel gates, and an overall color and texture palette consistent with their corporate image; thereby complimenting the surroundings while bringing needed attention to this commercial site to ensure its success. The colors and style of the signs enrich the Maverik theme.

Signage:

The City of Yuma Code has signage guidelines specific to the Aesthetic Overlay. The Code requirements include: freestanding signs of 35 ft. maximum height and such signs must be monument signs (no pole signs).

Staff believes this proposal meets the guidelines and will provide clear identification at the driveway entrances and when viewed from a distance off-site.

Staff Recommendation: Staff recommends **APPROVAL** of the request for new signage in the General Commercial/Aesthetic Overlay (B-2/AO) District, subject to the conditions outlined in Attachment A.

Suggested Motion: Move to **APPROVE** DHRC-40983-2023 as presented, subject to the staff report, information provided during this hearing, and the conditions in Attachment A.

Effect of the Approval: By approving the request, the Design and Historic Review Commission is authorizing the request by YESCO LLC, on behalf of Maverik, Inc., for aesthetic review of new signage in the General Commercial/Aesthetic Overlay (B-2/AO) District, subject to the conditions outlined in Attachment A, and affirmatively finds this action is in keeping with the Aesthetic Overlay Standards, and does not have an adverse effect on the property, surrounding properties, or the District as a whole.

Proposed conditions delivered to applicant on: January 26, 2023

Final staff report delivered to applicant on: January 30, 2023

- | | |
|--|---|
| <input checked="checked" type="checkbox"/> | Applicant agreed with all of the conditions of approval on: January 26, 2023. |
| <input type="checkbox"/> | Applicant did not agree with the following conditions of approval: (list #'s) |
| <input type="checkbox"/> | If the Planner is unable to make contact with the applicant – describe the situation and attempts to contact. |

Attachments:

- A. Conditions of Approval
- B. Site Plan
- C. Signage Elevations

Prepared By: *Robert M. Blevins*
Robert Blevins
Principal Planner

Date: 01/26/23

Approved By: *Alyssa Linville*
Alyssa Linville,
Director of Planning and Neighborhood
Services

Date: 01/30/2023

ATTACHMENT A
Conditions of Approval

The following conditions have been found to have a reasonable nexus and are roughly proportionate to the impact of the Design and Historic District Review Commission approval for the site.

Department Of Community Development Comments: Alyssa Linville, Director of Planning and Neighborhood Services (928) 373-5000, x 3037:

1. The conditions listed below are in addition to City codes, rules, fees and regulations that are applicable to this action.
2. The Owner's signature on the application for this land use action request takes the place of the requirement for a separate notarized and recorded "Waiver of Claims" document.

Community Planning, Bob Blevins, Principal Planner, (928) 373-5189:

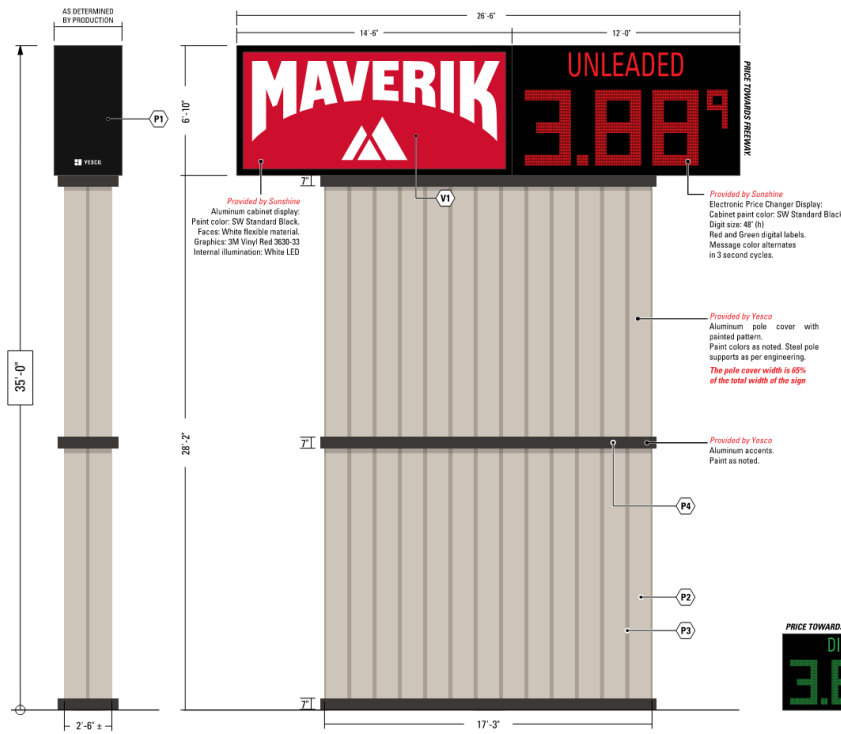
3. All future exterior improvements, remodels, and/or changes for this property and all properties within the Aesthetic Overlay and/or historic districts must be reviewed and approved by the Design and Historic Review Commission before development may occur.

Any questions or comments regarding the Conditions of Approval as stated above should be directed to the staff member who provided the comment. Name and phone numbers are provided.

Site Plan



ATTACHMENT C Signage Elevations



SCOPE OF WORK:

PROVIDE & INSTALL ONE (1) DOUBLE FACE, HIGH-RISE POLE SIGN DISPLAY.

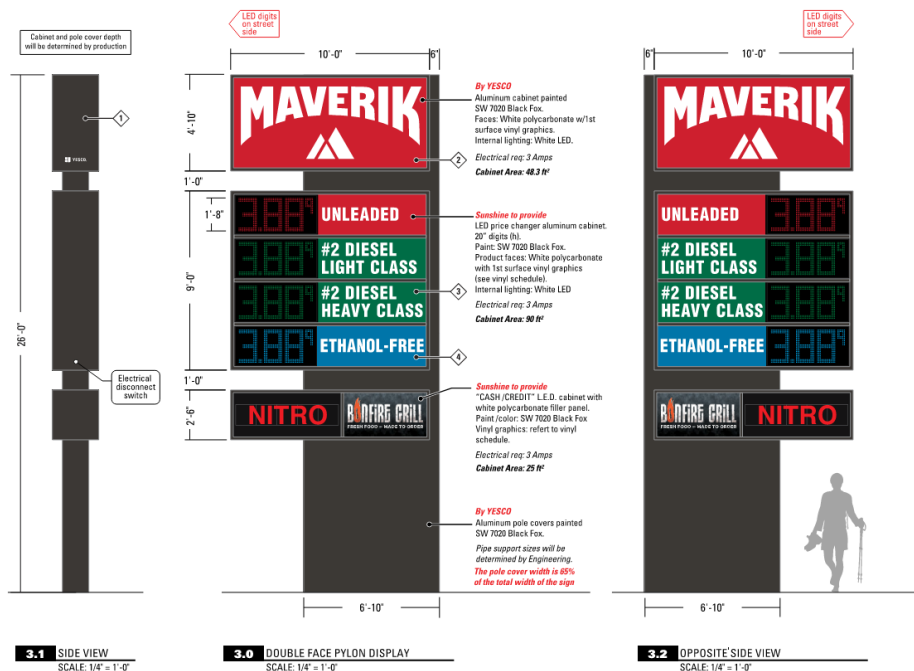
PERMITTING: LOGO AREA: 99 sq ft
PRICE TAG AREA: 1,150 sq ft
TOTAL SIGN AREA (NON-EXEMPT): 99 sq ft

FINAL ELECTRICAL CONNECTION BY: YESCO TO CONNECT FROM TO CUSTOMER PROVIDED PRIMARY POINT TO SIGN LOCATION

COLOR KEY

P1	SW Standard Black
P2	SW 7043 Neutral Gray
P3	SW 7045 Intellectual Gray
P4	SW 7020 Black Fox
V1	3M Vinyl Ref 3630-33

Note: Unless otherwise noted, the colors depicted on this rendering may not match actual colors on finished display. Please refer to color calibration and their appropriate vendor specified samples for approved color specifications.



COLOR KEY

1	Paint	SW 7020 Black Fox
2	Vinyl	3M 3630-33 Red
3	Vinyl	3M 3630-26 Green
4	Vinyl	3M 3630-147 Light European Blue

NOTE: UNLESS OTHERWISE NOTED, THE COLORS DEPICTED ON THIS RENDERING ARE NOT MATCHING THE ACTUAL COLORS ON THE FINISHED DISPLAY. PLEASE REFER TO COLOR CALIBRATION AND THEIR APPROPRIATE VENDOR SPECIFIED SAMPLES FOR APPROVED COLOR SPECIFICATIONS.

TOTAL SIGN AREA 163.3 sq ft

VINYL SCHEDULE

1st surface 3M Vinyl Graphics supplied by SUNSHINE

- UNLEADED, #2 DIESEL LIGHT CLASS, #2 DIESEL HEAVY CLASS, ETHANOL-FREE

1st surface 3M Vinyl Graphics supplied by YESCO

- MAVERIK LOGO
- 1st surface Digitally printed, color-corrected BONFIRE GRILL graphics.



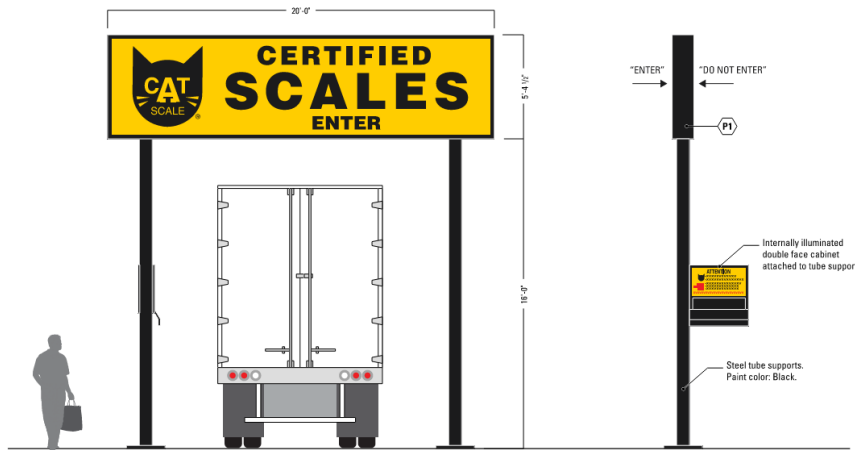
2 SIGN 14 - OPPOSITE CABINET FACE
SCALE: 1/4" = 1'-0"

NOTE:
ALL WORK SHOWN IN THIS PAGE TO BE
DONE BY OTHERS.

PERMITTING, SIGN AREA: 107.5 H²

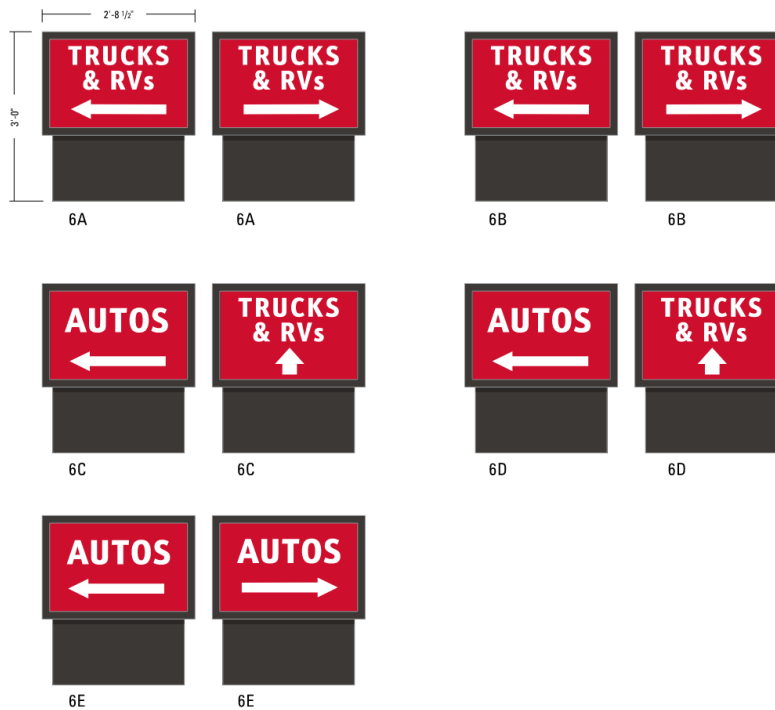
COLOR KEY

P1 100 Standard Black
V1 100 Standard Black
F2 100 Standard Black
Note: Unless otherwise noted, the colors depicted on this rendering may not match actual colors on finished display. Please refer to color catalogs and their appropriate vendor specified samples for approved color specifications.



1 SIGN 14 - D/F CABINET DISPLAY ON METAL TUBE SUPPORTS
SCALE: 1/4" = 1'-0"

3 SIGN 08 - SIDE VIEW
SCALE: 1/4" = 1'-0"





MEMORANDUM

Department of Community Development/Planning

DATE: February 8, 2023
TO: Design and Historic Review Commission
FROM: Bob Blevins, Principal Planner
SUBJECT: 2023 Annual Report with Case Types

The following tables show a breakdown of hearing dates and case types with totals for the year 2022. Additional totals from previous years are included for comparison. Staff will do further analysis on any particular case types or trends as requested.

2022 DHRC Cases

2022 Hearing Dates	Historic	Admin. Historic	Aesthetic	Admin. Aesthetic
01-12-22		xxx	x	xx
01-26-22	x	x	x	
03-23-22	x			
04-13-22	xx		x	
04-27-22	x		x	
05-11-22			x	
06-22-22			x	
07-13-22			x	
07-27-22			x	
08-10-22	xx			
09-14-22	xxx	xx	xx	
09-28-22	x		x	
10-12-22	xx	xx		
10-26-22		xx	x	x
11-09-22	x	x	x	x
2022 total: 49	14	11	13	4

Prelim. Review / Presentations	Commission Discussion Items
	x
x	
	x
	x
	x
	x
	x
1	6

Prior Years Totals

2021:	38	17	1	7	0
2020:	21	9	7	2	3
2019:	40	19	14	3	4
2018:	41	23	9	9	0
2017:	30	21	7	1	1
2016:	28	15	3	10	0

2	11
0	4
0	10
1	13
3	9
1	11